

## THE CLAIMS

What is claimed is:

1. A process for manipulating the flavor of a single mass of chocolate which comprises adding a flavor effective amount of a non-cocoa/dairy flavor attribute to the chocolate mass thus manipulating its flavor.
2. The process according to claim 1, wherein the flavor attribute provides any of the following attributes: roasted, sweet, bitter, crumb, caramel, fruity, floral, biscuit, baked, bread, popcorn, cereal, malty, astringent or praline.
3. The process according to claim 1, wherein the flavor attribute is a single ingredient or a mixture of ingredients or it is a reaction flavor attribute formed from a mixture of flavor precursors.
4. The process according to claim 1, wherein the amount of flavor attribute added to the chocolate mass is from 0.001% to 15% by weight based on the weight of the chocolate mass.
5. The process according to claim 1, wherein the flavor attribute is a concentrate formed by adding a mixture of flavor precursors comprising  
(A) proline, ornithine or protein hydrolysate, and  
(B) rhamnose, fructose or fucose,  
to a fat-based medium and heating the mixture to about 100-140°C for about 10-120 minutes.
6. The process according to claim 1, wherein the flavor attribute is a Maillard reaction product between defined mixtures of amino acids and sugars in chocolate compatible fat systems, roasted using cocoa liquor technology in the presence or absence of water.
7. The process according to claim 1, wherein the flavor attribute is an enzymatic hydrolysate of a cocoa polysaccharide.
8. The process according to claim 1, wherein the flavor attribute is a malty crumb flavor obtained by acid treatment of a cocoa liquor followed by a protease treatment.

9. The process according to claim 2, wherein the flavor attribute is a crumb flavor attribute that is added to a non-crumb chocolate mass in an amount of from 0.1% to 5%.

10. The process according to claim 2, wherein the flavor attribute is a caramel flavor attribute provided by the reaction of skimmed milk powder in a fat system at an elevated temperature.

11. A process for manipulating the flavor of a single mass of chocolate which comprises adding a flavor effective amount of a non-cocoa/dairy flavor to the chocolate mass independently of the chocolate mass processes, formulations and ingredient origins thus manipulating the flavor.

12. A process for manipulating the flavor of chocolate produced by a single process to obtain a desired flavor which comprises adding a flavor effective amount of an appropriate non-cocoa/dairy flavor attribute to the chocolate mass thus manipulating its flavor.

13. A process for the preparation of chocolate having a flavor attribute associated with chocolate other than chocolate flavor enhancement or an overriding, dominant flavor that is different than chocolate and which flavor attribute overcomes the variations in chocolate flavor obtained in the manufacture of chocolate using different processing conditions and/or ingredients which comprises adding a flavor effective amount of an appropriate non-cocoa/dairy flavor attribute to the chocolate mass.

14. A chocolate product containing a flavor effective amount of a non-cocoa/dairy flavor attribute having a flavor attribute associated with chocolate other than chocolate flavor enhancement or an overriding, dominant flavor that is different than chocolate and which flavor attribute overcomes the variations in chocolate flavor obtained in the manufacture of chocolate using different processing conditions and/or ingredients.

15. A chocolate product containing a flavor effective amount of a non-cocoa/dairy flavor to provide roasted, sweet, bitter, crumb, caramel, fruity, floral, biscuit, baked, bread, popcorn, cereal, malty, astringent or praline attributes.

16. A method of providing a specific house flavor in a chocolate however manufactured which comprises adding a flavor effective amount of an appropriate non-cocoa/dairy flavor attribute to the chocolate mass to provide the specific house flavor to the chocolate.

17. The method according to claim 16 which provides the benefits of optimization of asset utilization, cost reduction and recipe flexibility.

18. A method of providing a specific consumer-recognizable flavor associated with chocolate, other than chocolate flavor enhancement or an overriding, dominant flavor that is different than chocolate, in a chocolate however manufactured which comprises adding a flavor effective amount of an appropriate non-cocoa/dairy flavor attribute to the chocolate mass to provide the consumer-recognizable flavor to the chocolate.

19. The method according to claim 18 which provides the benefits of optimization of asset utilization, cost reduction and recipe flexibility.

20. A process for the production of chocolate which comprises adding a flavor effective amount of an appropriate non-cocoa/dairy flavor attribute to the chocolate mass to provide the benefit of a chocolate having a particular desired flavor independently of assets, processes, formulations and ingredient origins.